All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY18 Budget consideration is **10 February 2017.**

REQUEST INFORMATION

Title of Proposed Activity	
Funding for the 1st year of membership with the RrSG for newly accredited Registrars. This is the RrSGs 3rd Priority	
Community Requestor Name	**Chair**
Registrar Stakeholder Group	Graeme Bunton
ICANN Staff Community Liaison	
Jennifer Gore	

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

We would like to be able to offer newly accredited Registrars (ie companies that have become accredited in the previous 6-12 months) complimentary membership of the RrSG for their first year.

This would grant access to our mailing, shared resources, policy calls and other updates, which we're hoping will encourage more Registrars to join the RrSG and participate in policy development. The complimentary 1st year would give them ample time to learn about and engage with the RrSG, the wider ICANN community and appreciate the added value of being a member. This in turn would enable the Registrar to build a strong case justifying the budget expense for future RrSG membership.

This benefit would be limited to only newly accredited registrars who do *not* belong to an existing registrar family.

2. Type of Activity: **e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other**

Outreach and education to newly accredited Registrars by funding the 1st year of their RrSG membership.

3. Proposed Timeline/Schedule: **e.g. one time activity, recurring activity**

This is a recurring activity.

REQUEST OBJECTIVES

1. *Strategic Alignment.* Which area of ICANN's Strategic Plan does this request support?

This request strategically aligns with:

Competition, Consumer Trust and Consumer Choice: Expand stakeholders; engage with staff on performance; expand inclusion and orientation of new stakeholders; enhance global outreach.

Core Operations Including IANA: Internationalization; strengthen regional presence.

A Healthy Internet Governance Eco-System: increase stakeholder diversity and cross-stakeholder work; ease of global participation; retain and support existing community while attracting new and diverse community members; increase contributions to international forums; increase technical community communication and collaboration; widen international engagement; enhance communications, accessibility and participation via enhanced tools

There is also something to be said for bringing more Registrars into the RrSG in terms of education engagement. More registrars will be able to adopt best practices and learn from their peers. The burdens on compliance, engagement staff and other ICANN operational areas will reduce.

2. *Demographics.* What audience(s), in which geographies, does your request target?

This request could benefit members from any/all regions.

3. *Deliverables.* What are the desired outcomes of your proposed activity?

To increase membership by giving newly accredited Registrars an opportunity to experience the benefits of membership and help convince them to commit to it materially and financially in the long run.

4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?

An end-of-1st year satisfaction survey and analysis of member retention.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

FY18 COMMUNITY REQUEST FORM

Subject Matter Expert Support:

This request should not require any staff support.

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

Language Services Support:

Other:

Travel Support:

Potential/planned Sponsorship Contribution: